

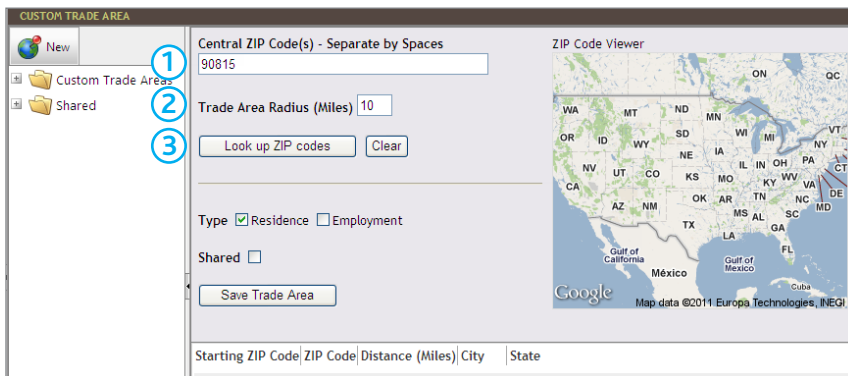
Custom Trade Area



Custom Trade Areas can be used to create customized zip code groups.

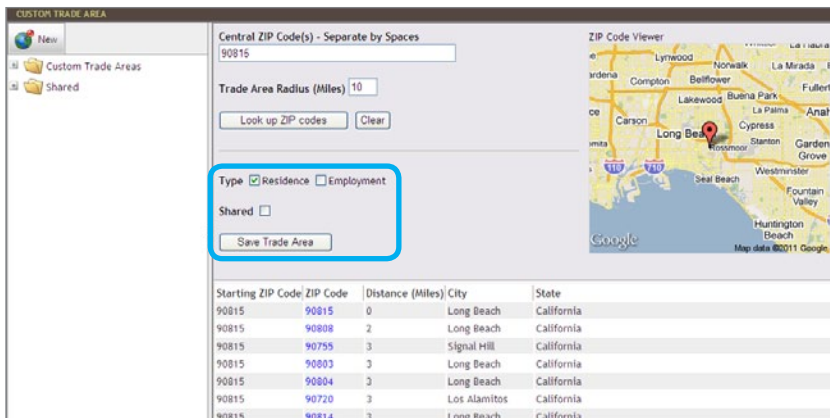
In the PRIME Lingo Tools section, click **Custom Trade Area**.

To create a new Custom Trade Area, click the **New** button at the top of the column.



1. **Central ZIP Code(s) box** – Type in the zip code(s) you want as your starting point.
2. **Trade Area Radius (Miles)** – Type the number of miles to include in your radius.
3. Click on **Look up ZIP codes**.

Once the list appears at the bottom of the page, select the **Type: Residence or Employment**, or both. This will include the zip codes where survey respondents live and/or work. Check the **Shared** box if you wish to share the Custom Trade Area you've created, and then click **Save Trade Area**. A box will appear for you to name this Custom Trade Area.



Using Custom Trade Areas

You can use Custom Trade Areas in any report.

In the Report Builder screen you will find the Custom Trade Areas folder toward the top of the database.

Click on the (+) next to the **Custom Trade Area** folder to expand the list.

Find the saved Custom Trade Area folder you want and click on the (+) to expand.

Total Trade Area is a grouping of all the zip codes you see listed individually within the Custom Trade Area you built.

Select **Total Trade Area** or select specific zips from within that trade area. Then, either right-click, or click and drag to add to your report as Base, Target or Row.

